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#GIVING
TUESDAY

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PRESS RELEASE

For Immediate Release

ARCADIAN CHORALE of Matawan, New Jersey is joining the Global Giving Tuesday Movement for the 2019 Holiday Season.

GivingTuesday, to be celebrated this coming **December 3rd**, is a global day of giving that harnesses the collective power of individuals, communities, and organizations to encourage giving and to celebrate generosity worldwide. Every year, on GivingTuesday, millions of people across the globe mobilize to show up, give back, and change their communities. The goal is to create a massive wave of generosity that lasts well beyond that day, and touches every person on the planet.

2019 will be Arcadian Chorale's first observation of GivingTuesday. Heralded for its innovative programming and excellent musicianship, the 80-voice ensemble has distinguished itself season after season, performing locally and many times at major venues, including Carnegie Hall and Lincoln Center. The ensemble explores great music of all eras, while giving local singers the opportunity to find their voice and passion!

"We believe in community!," said Arcadian Chorale's Music Director and Founder, **Marina Alexander**. "For 27 years, the Chorale has brought great music to the metro NJ area and thereby contributed much to the area's quality of life. Performance after performance has been met with standing ovations---now, via GivingTuesday, our audiences and friends can demonstrate their support in a way that will make it possible for the Chorale to continue its mission and programs."

Founded in 2012, GivingTuesday has inspired millions of people to support the causes they believe in. In just seven years, GivingTuesday has radically changed how we think about

generosity and showed just how much power communities everywhere have to create change.

“When GivingTuesday launched in the US in 2012, we believed that technology and social media could be used to make generosity go viral,” said Asha Curran, GivingTuesday’s CEO and co-founder. “We believed in the idea that people fundamentally want to give and to talk about giving; and that the social sector had the capacity to show more innovative leadership, creativity, and collaboration. People and organizations around the world proved us right. As we prepare for December 3, we’re energized and encouraged by the community’s generosity. The levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal.”

Those who are interested in joining The Arcadian Chorale GivingTuesday initiative can visit www.arcadianchorale.org and click on the “**SUPPORT OUR MUSIC**” tab on the top right of our website and scroll down to DONATIONS to donate via credit card online or by check.

For more details about the GivingTuesday movement, visit the GivingTuesday website: www.givingtuesday.org, Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTuesday and the #GivingTuesday hashtag on Twitter.